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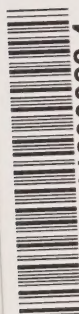
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Government of Canada
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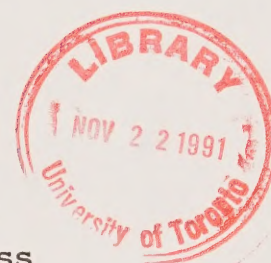
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**Federal Government intensifies public awareness
of the school dropout issue**

Ottawa, November 13, 1991 -- As part of the public awareness component of the national **Stay-in-School Initiative**, the Minister of State for Youth, Fitness and Amateur Sport, Pierre H. Cadieux, today launched a bus-shelter billboard campaign. The billboards echo the theme developed in the recently aired television advertisement depicting the bleak reality a young person faces when trying to find work without a high school diploma.

The billboards include a toll-free telephone number, 1-800-661-2525, which young people and their parents can call to obtain further information on the consequences of dropping out and the realities of today's labour market.

Bus shelters are a good medium for effectively reaching both young people likely to abandon their secondary school studies, and the 100,000 young Canadians per year who have already left school before completing their studies.



The billboards will remain in the shelters until April 1992 in the following cities: St. John's, Halifax, Moncton, Quebec City, Hull, Montréal, Ottawa, Toronto, Burlington, Hamilton, Kingston, Peterborough, Kitchener, London, Windsor, Barrie, Sault Ste-Marie, Sudbury, Thunder Bay, Winnipeg, Yorkton, Regina, Calgary, Red Deer, Edmonton, Prince George, Vancouver and Victoria.

Today, 30 per cent of young Canadians leave secondary school before completing their studies, one of the highest levels in any industrialized country. "This rate directly affects our country's ability to compete effectively in international markets," stated Minister Cadieux.

The five-year **Stay-in-School Initiative**, launched in 1990, earmarks \$296.4 million to fund different activities revolving around three components: programs and services related to the labour market and intended for young people likely to give up their studies; mobilization of different parties to develop solutions to the problem of dropping out; and an information campaign to inform and sensitize the public.

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